SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR COLLABORATIVE FORECASTING IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK

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ABSTRACT

A system, method and computer program product are disclosed for collaborative forecasting utilizing a supply chain management framework. A global forecast is

10   identified for a plurality of outlets of a supply chain and then stored in memory. The global forecast is subsequently transmitted to each of the outlets utilizing a network. Feedback relating to the global forecast is received from the outlets utilizing the network and stored in memory. The global forecast is then altered based on the feedback and the supply chain is managed utilizing the altered global forecast.

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